Domestic Product Development

Objective:

To develop new cigarette products for PM USA which will contribute to volume growth in the USA market.

Strategies:

1. To provide support for the development of cigarette products which utilize new or emerging technologies to offer product advantages to the consumer.

    - Bold
    - Ambrosia
    - Low Sidestream

2. To develop cigarette products for new product introductions which satisfy our business objectives of income, volume and market share.

3. Maintain and/or enhance the subjective, analytical and physical performance of existing products in the marketplace, in a manner which addresses issues relating to capacity, quality and productivity.

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Source: https://www.industrydocuments.ucsf.edu/docs/hxkl0000